



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 13, 2010

TO: Mayor and Councilmembers

FROM: Administration Division, Finance Department

SUBJECT: Community Promotion Contract With Old Spanish Days

RECOMMENDATION:

That Council authorize the Finance Director to execute a Community Promotion contract with Old Spanish Days in an amount of \$89,368 covering the period from July 1, 2010, to May 31, 2011.

DISCUSSION:

The Fiscal Year 2011 budget includes \$89,368 in the Community Promotion Program for the Old Spanish Days organization. Promotion funding will be used for organizing, promoting, and sponsoring the community celebration of Fiesta, as well as help supporting year-round administrative expenses, which include insurance, printing, postage, utilities, and accounting services securing service providers for janitorial service for cleaning, trash pick-up, and portable toilets at the two "Mercados" and power-washing of the De la Guerra Mercado area. Community Promotion funds will also partially cover promotional costs for posters and brochures. The term of the contract extends over the period of July 1, 2010 through May 31, 2011.

PREPARED BY: Jennifer Hopwood, Executive Assistant

SUBMITTED BY: Robert Samario, Interim Finance Director

APPROVED BY: City Administrator's Office